

# Clean Energy Wayfinders

**Hawaii State Energy Office**

January 20, 2022

# Program Purpose

- Advance Hawai'i's clean energy goals
- Create jobs for a new generation of clean energy leaders
- Identify community needs and concerns
- Address inequities in vulnerable communities
- Increase understanding of Hawai'i's energy ecosystem and opportunities
- Establish a channel of communication and trust between communities, HSEO, and energy industry stakeholders



# What is Clean Energy?

- Energy Conservation
- Energy Efficiency
- Renewable Energy
- Clean Transportation
- Active Transportation
- Energy Resilience
- Green Careers



# Wayfinders Will:

- Outreach through community leaders and organizations to identify clean energy needs and facilitate two-way engagement
- Facilitate community input into clean energy planning and project development
- Facilitate community and household clean energy action plans
- Provide referrals to financial and technical assistance
- Facilitate green workforce training and employment opportunities
- Collaborate with community and school leaders to deliver clean energy outreach and education





# Who Are the Wayfinders?

- Possess deep understanding of Hawai'i and local communities
- Commitment to clean energy, equity, and climate justice
- Experience in clean energy, education, public outreach, social services, community organization, or related fields
- Understanding and preferably experience living or working in low-to-moderate income, ALICE (Asset Limited, Income Constrained, Employed) and vulnerable communities
- Completion of an Associate degree, two years of college or commensurate experience



# Community Benefits

- Reduced GHG Emissions
- Improved health outcomes
- Improved climate change mitigation
- Increased understanding of energy systems & benefits
- Improved access to and participation in:
  - Clean energy programs and planning
  - Clean energy career training and employment opportunities
  - Shared solar (CBRE) projects
  - Solarize initiatives
  - Clean energy financial assistance programs
- Community-guided, cost-effective incentive structures
- Increased community input and collaboration in State's transition to 100% clean energy economy



# Major Partners and Resources



Program development, partners coordination, grants applications and management



Energy efficiency training, programs and resources



Hawaii Green Infrastructure Authority

Clean energy finance training and support

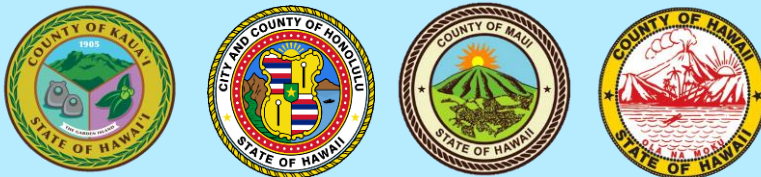
## Community Organizations



IBEW Local  
1186



## County Offices



Wayfinders site mentors, local engagement support

## Energy Equity Hui

- HSEO
- Hawai'i Energy
- Hawaiian Electric
- Hawai'i Public Utilities Commission
- Hui O Hau'ula
- City and County of Honolulu Resilience Office



Recruitment, community and outreach engagement training, Wayfinders management

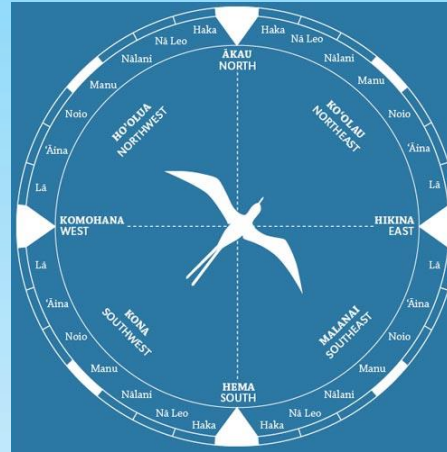
# Other Partners

- NGOs
- Energy Companies
- Energy Service Companies
- Other State Agencies
- University of Hawai'i System



# Program Strategy

- 8 Wayfinder initial program
- Local applicant preference
- Build relationships and trust with communities
- Measure performance
- Scale up
- Federal, state, private direct and in-kind partner funding

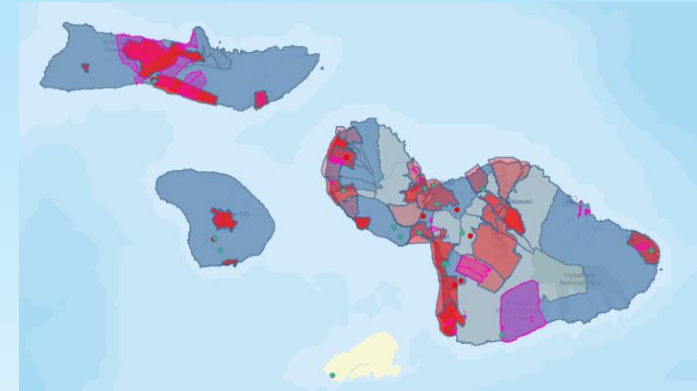
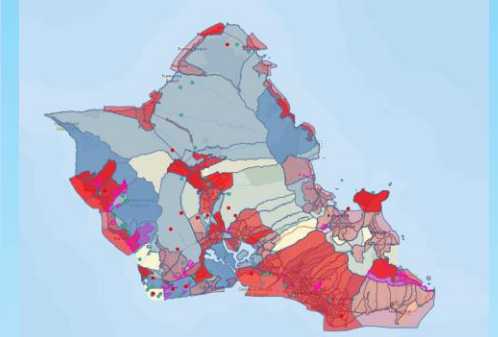
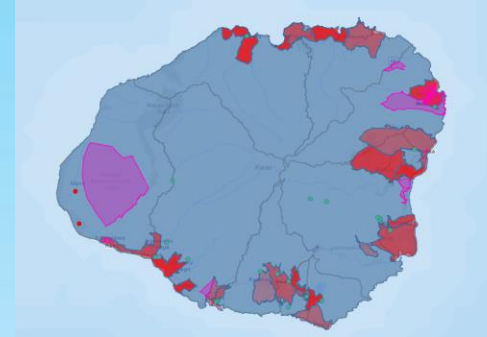


# Wayfinders Distribution

Cohort Size	Honolulu County	Maui County	Hawai'i County	Kaua'i County
5	2	1	1	1
8	3	2	2	1
10	4	3	2	1
15	6	4	3	2
25	11	7	4	3
35	16	9	6	4
45	22	11	7	5

# Community Database

- Geospatial database utilizing socioeconomic data and proposed utility-scale renewable project locations
- Help identify priority communities and community organization partners
- Survey communities and update database



## Legend

### Statewide Energy Project Directory

- Existing / Operational
- Proposed / In Development

### 2015 Census Hawaiian Homelands

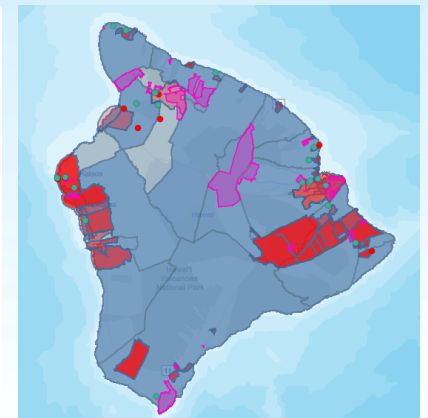


### CDP\_ALICE\_Percent\_Joined

- pctALICE
- > 59
- < 32

### Census\_Tract\_LEAD\_Joined

- Avg\_Energy\_Burden\_pctIncome
- > 3
- < 1.21



# Positions and Responsibilities

## Program Coordinator - HSEO

- Develop and direct CEW program
- Apply for and administer funding
- Coordinate partnerships & training
- Compile, analyze, and report data

## HR Management - Kupu `Aina Corps

- Recruit, hire, manage payroll and HR
- Support training

## County Site Mentors

- Facilitate local community connections
- Help recruit, host, train, coordinate Wayfinders

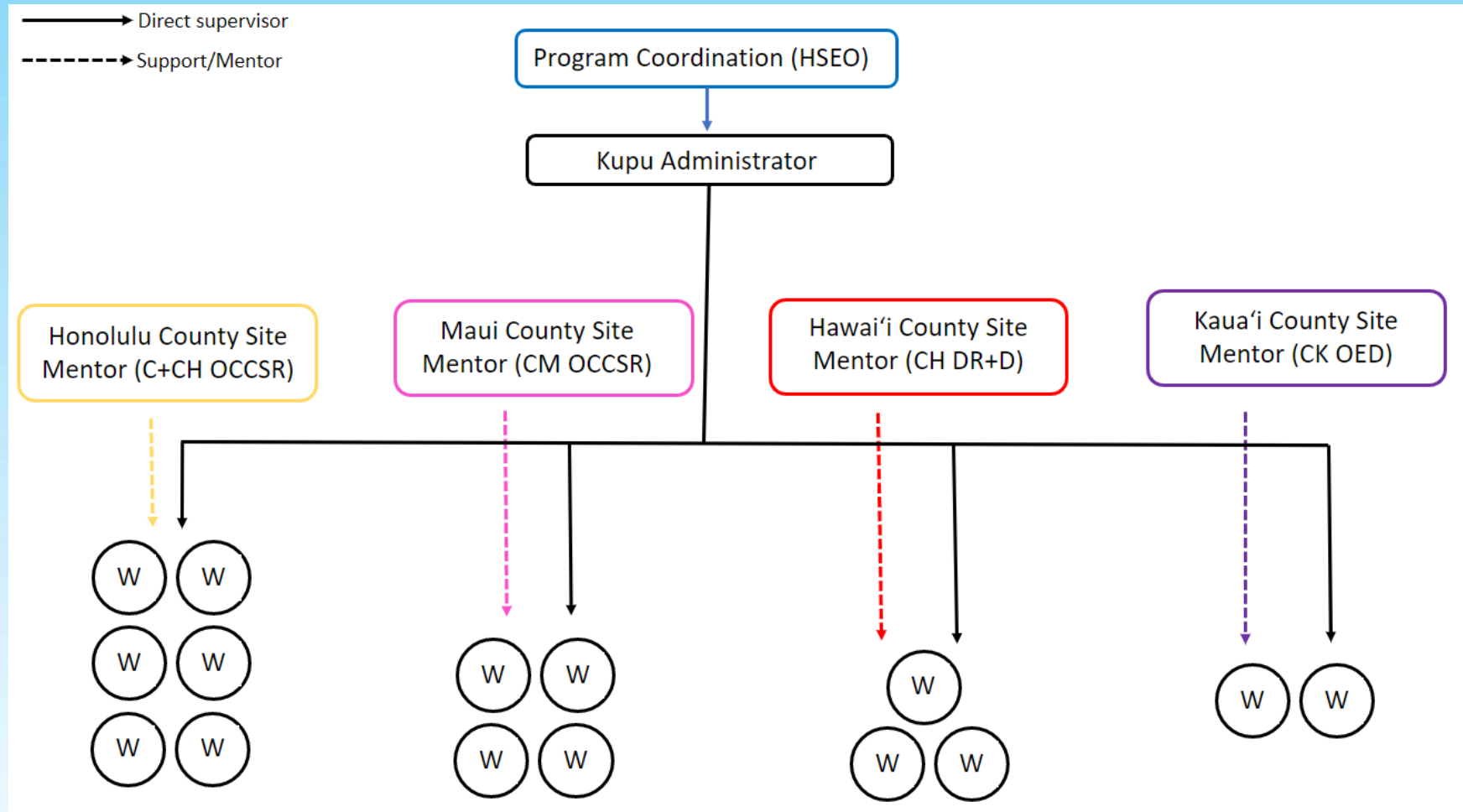
## Clean Energy Wayfinders

- Engage with community organizations
- Provide clean energy education
- Direct community members to programs and resources
- Facilitate community input and information gathering





# Organization Chart





# Wayfinder Training

- Comprehensive training program
  - Introductory intensive
  - Follow-on training through the year
  - Attendance at summits, conferences, workshops
- Curriculum includes:
  - Energy conservation and efficiency
  - Renewable energy
  - Clean and active transportation
  - Energy resilience
  - Financial assistance resources
  - Green workforce development
  - Equity
  - Hawai'i's culture and history
  - Community outreach and engagement



# Mahalo Nui Loa

## Questions?

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